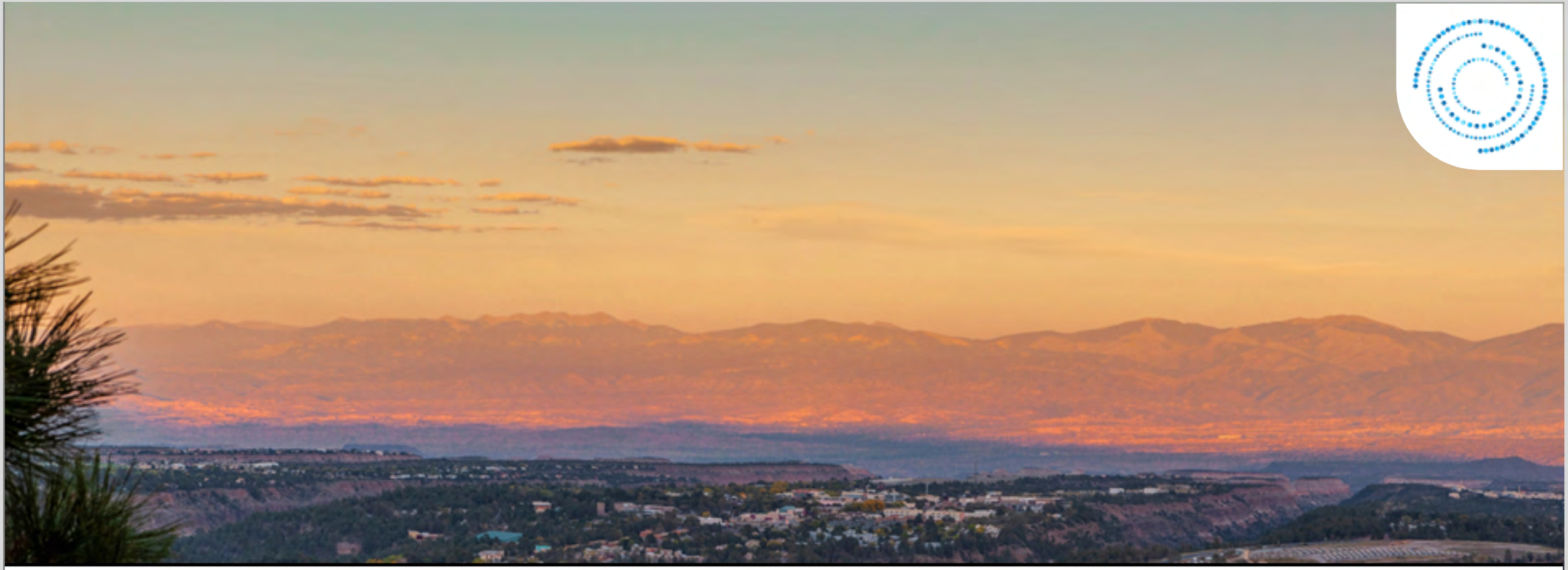


LOS ALAMOS
where discoveries are made

Report of Findings

1st Half 2026 Transactional Study

09 July 2026

Confidential & Proprietary

Table of Contents

Section One
Project Overview

Section Two
Key Study Findings

Section Three
About GreatBlue

Section Four
Aggregate Data
(Provided Separately)

Copyright 2026 Great Blue Research, Inc. All Rights Reserved. Not for Distribution and Reproduction.

Project Overview

Research Objectives

- GreatBlue Research was commissioned by the Los Alamos County Department of Public Utilities (hereinafter “DPU”) to conduct market research to understand the nature of customers' most recent transactions with DPU employees.
- The primary goals of this research study were to assess reasons for contacting the DPU, track methods of interacting with the DPU, and understand how well DPU employees are servicing customers' needs.
- The outcome of this research will enable the DPU to a) more clearly understand the nature of transactions with DPU employees, b) act on near-term opportunities for improvement, and c) create a strategic roadmap to improve interactions with customers moving forward.

Areas of Investigation

The Los Alamos County Department of Public Utilities Transactional Survey leveraged a quantitative research methodology to address the following areas of investigation:

- Reasons for contacting the DPU
- Methods of interacting with the DPU
- Number of points of contact with the DPU needed to resolve issues
- Rating DPU representatives on a series of characteristics
- Demographic profiles of respondents

Copyright 2026 Great Blue Research, Inc. All Rights Reserved. Not for Distribution and Reproduction.

Research Methodology Snapshot

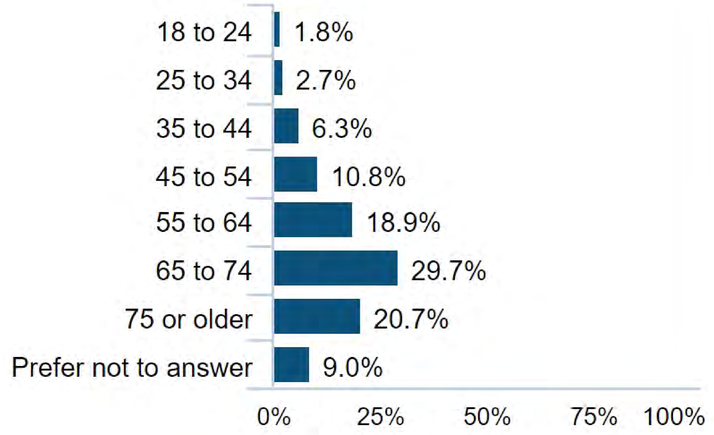
Methodology Digital	**No. of Completes** 111	**No. of Questions** 19*	**Incentive** None	**Sample** Distributed by the DPU
Target Customers who have had a recent transaction with the DPU	**Quality Assurance** Dual-level**	**Margin of Error** +/- 9.19%	**Confidence Level** 95%	**Research Dates** January 1, 2026 - June 30, 2026

* This represents the total possible number of questions; not all respondents will answer all questions based on skip patterns and other instrument bias.
** Supervisory personnel, in addition to a computer-aided interviewing platform, ensure the integrity of the data is accurate.

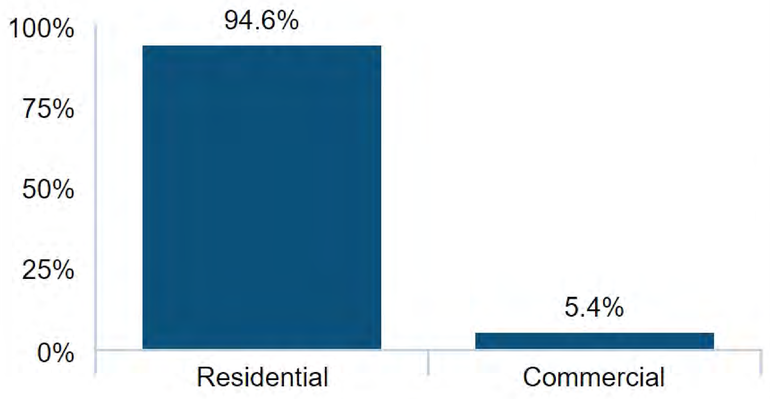
Copyright 2026 Great Blue Research, Inc. All Rights Reserved. Not for Distribution and Reproduction.

Respondent Profile | Demographics

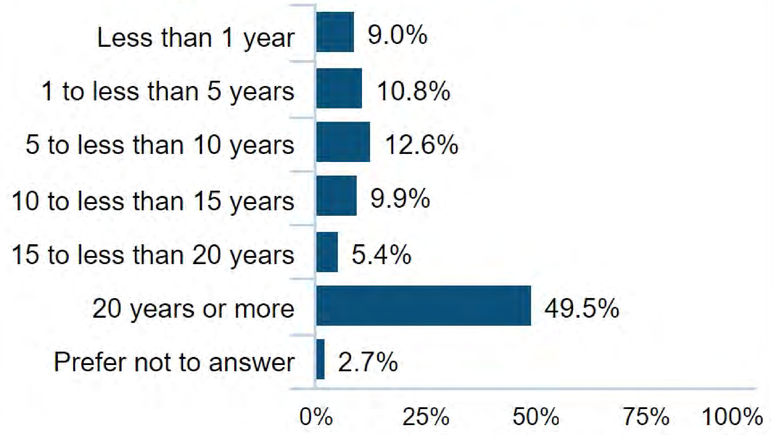
Age



Type of Customer



Length of Time as Customer



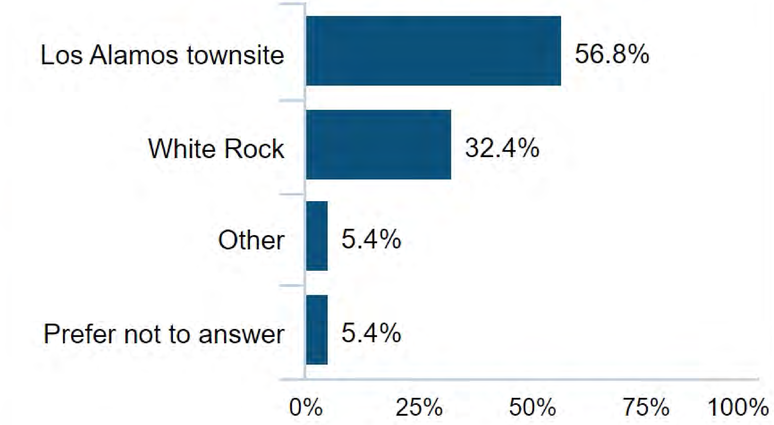
Home Ownership

15.3% | 82.0%

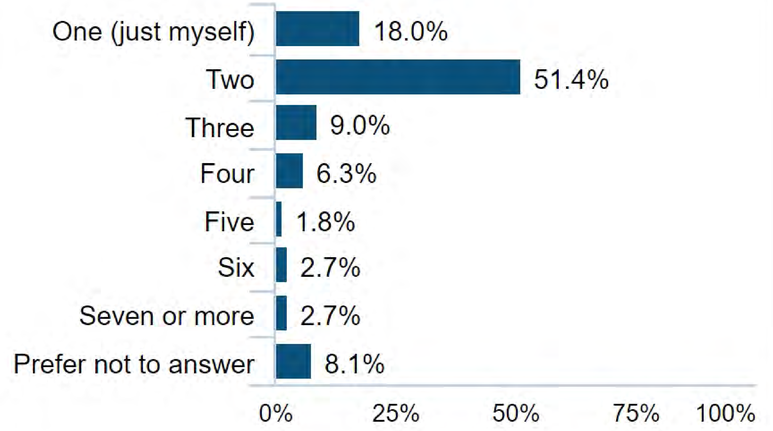
Rent Own

2.7% of respondents provided responses of "prefer not to say" or "not applicable"

Location of Residence

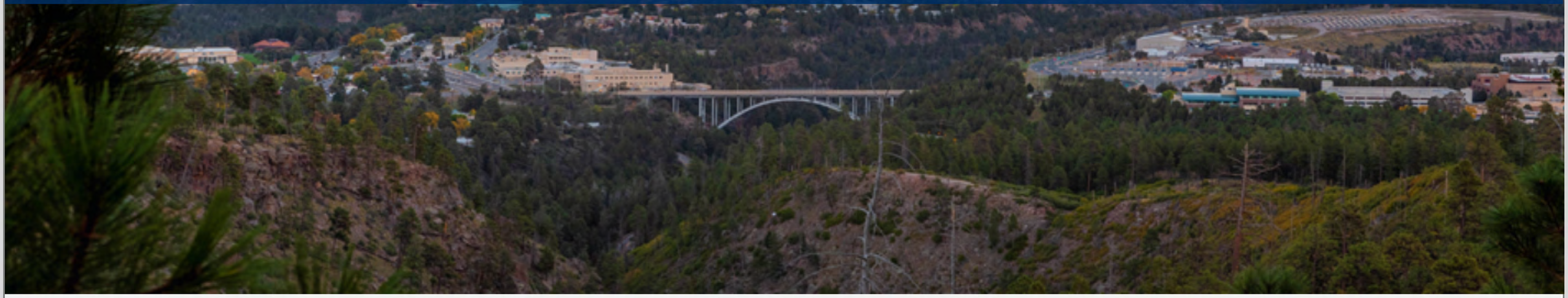


Household Size



Copyright 2026 Great Blue Research, Inc. All Rights Reserved. Not for Distribution and Reproduction.

Key Study Findings

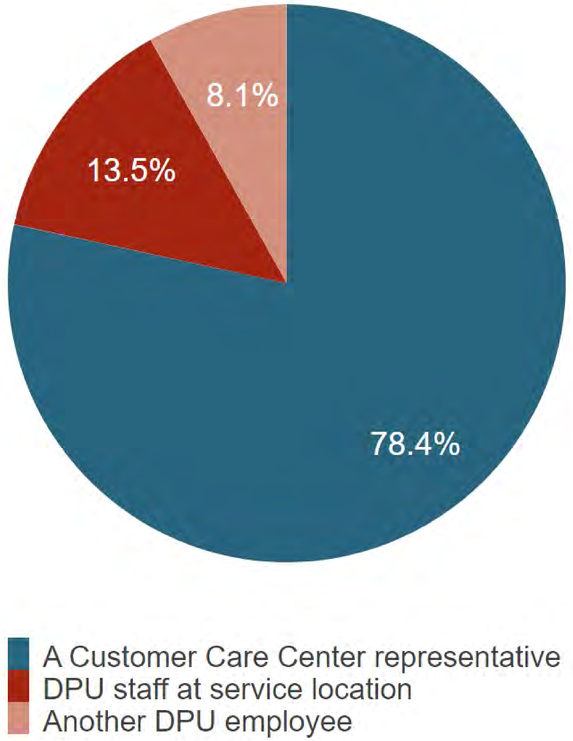


Copyright 2026 Great Blue Research, Inc. All Rights Reserved. Not for Distribution and Reproduction.

Customer Service | Interaction with DPU

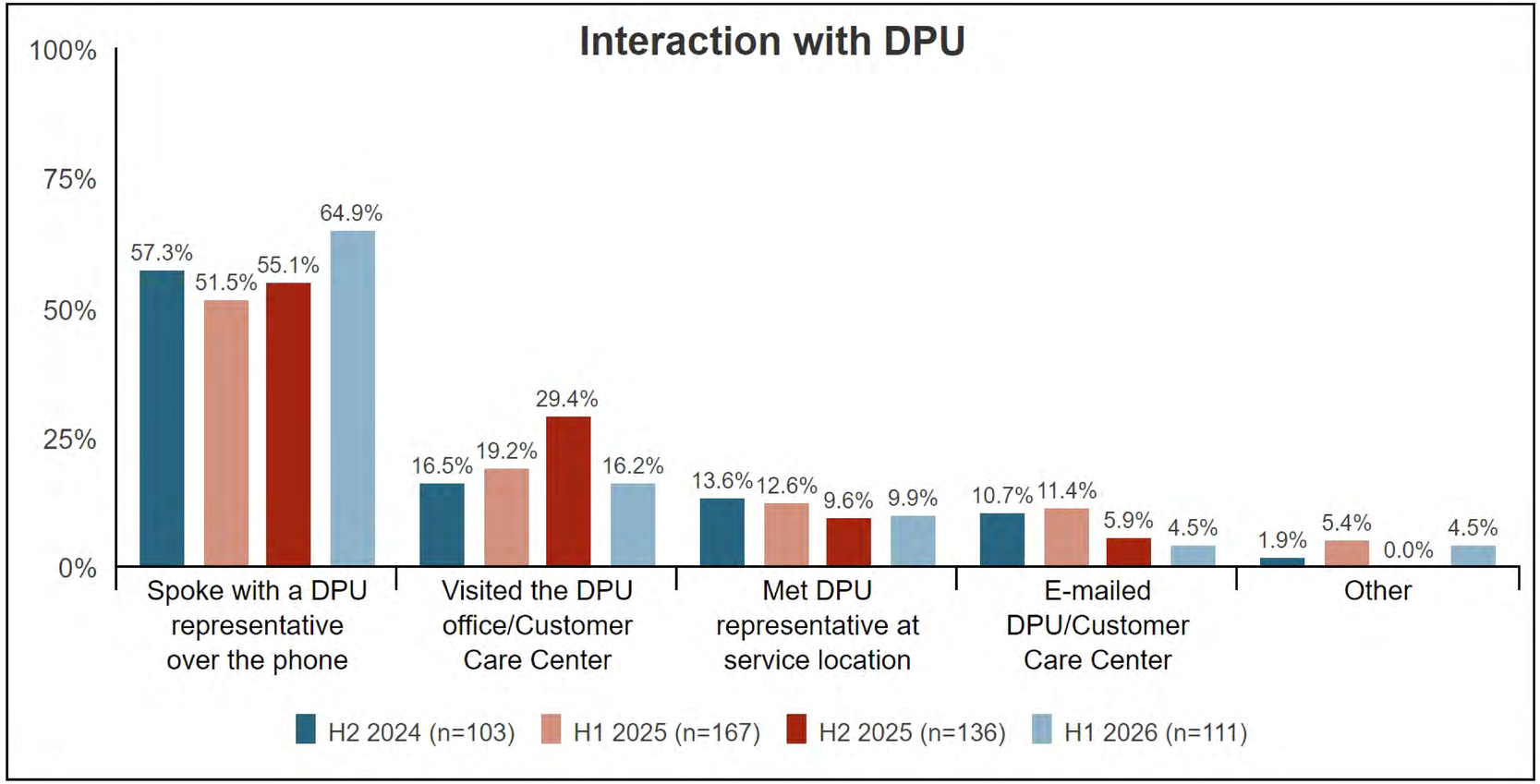
Over three-quarters of respondents had a Customer Care Center representative assist them during their most recent interaction with the DPU. Additionally, nearly two-thirds of respondents spoke with a DPU representative over the phone during their most recent transaction, which was an increase compared to the second half of 2025 (+9.8 percentage points). Of note, fewer respondents visited the DPU office / Customer Care Center in the first half of 2026 in comparison to the second half of 2025 (-13.2 percentage points).

Type of Representative



n=111

Interaction with DPU



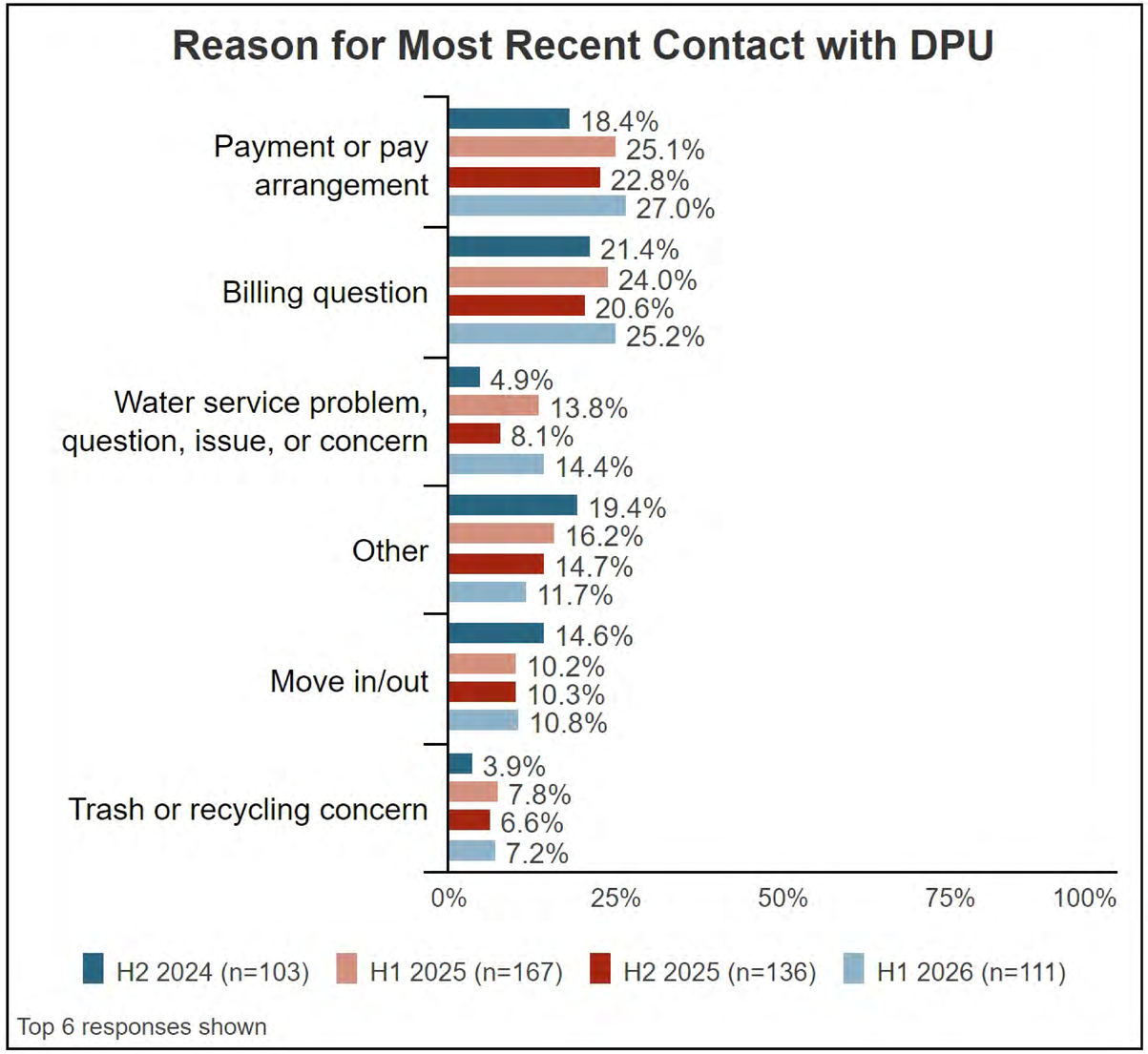
Q: Who assisted you in your most recent transaction with DPU?
Q: How did you interact with DPU?

Copyright 2026 Great Blue Research, Inc. All Rights Reserved. Not for Distribution and Reproduction.

Customer Service | Reason for Contact

"Payment or pay arrangement" was the top reason customers contacted the DPU in the first half of 2026, with more customers reporting this as their reason for contact compared to the second half of 2025 (+4.2 percentage points). "Billing question" remained the second most common reason for contact in the first half of 2026.

Of note, more customers contacted the DPU regarding a "water service problem, question, issue, or concern" compared to the second half of 2025 (+6.3 percentage points).



Q: What was the reason for your most recent contact with DPU? (Select all that apply)

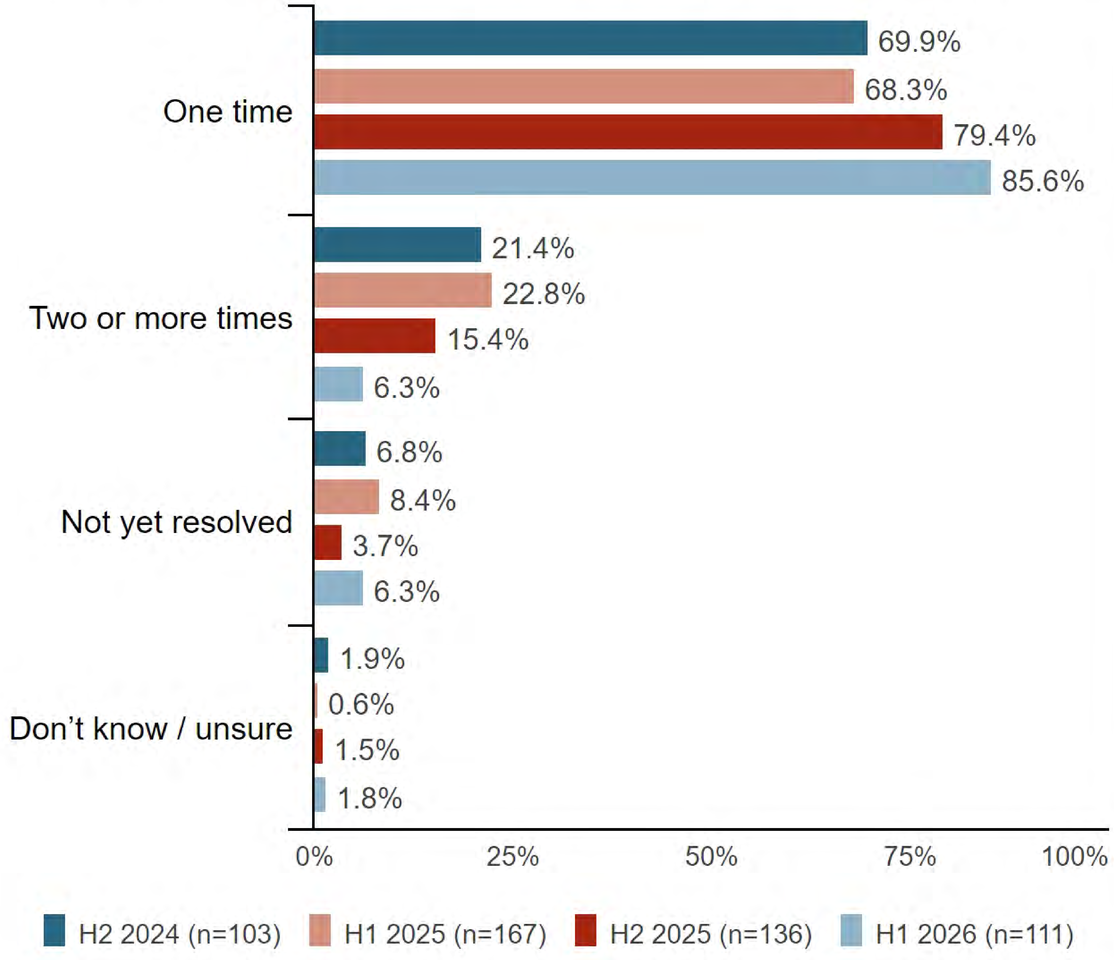
Copyright 2026 Great Blue Research, Inc. All Rights Reserved. Not for Distribution and Reproduction.

Customer Service | Contact Resolution

Over eight-out-of-ten respondents had their issue or question resolved to their satisfaction during their first contact with the DPU, which was an increase compared to the second half of 2025 (+6.2 percentage points).

Furthermore, less than one-out-of-ten of respondents contacted the DPU more than once before their issue was resolved, which was a decrease compared to the second half of 2025 (-9.1 percentage points).

Number of Times Contacted Before Issue Was Resolved



Q: Regarding your reason for contacting DPU, how many times did you need to contact DPU before your issue or question was resolved to your satisfaction?

Copyright 2026 Great Blue Research, Inc. All Rights Reserved. Not for Distribution and Reproduction.

Customer Service | Representative Characteristics

Overall, DPU representatives achieved an average positive rating of 91.3% in the first half of 2026, which was a slight decrease compared to the second half of 2025 (-2.0 percentage points), while representing a notable improvement compared to the first half of 2025 (+6.9 percentage points). This was driven by over nine-out-of-ten respondents providing positive ratings across nearly all representative characteristics evaluated. Respondents provided the highest positive ratings for the representative's clear communication, courtesy and professionalism, wait time or punctuality, and being knowledgeable.

Positive Ratings of DPU Representative Characteristics

	H2 2024	H1 2025	H2 2025	H1 2026
Clear communication	93.0%	83.8%	94.8%	93.5%
Courtesy and professionalism	93.1%	88.0%	94.7%	92.7%
Wait time or punctuality	90.2%	86.1%	93.9%	91.0%
Knowledgeable	93.0%	84.3%	92.4%	91.0%
Overall quality of service	90.1%	81.9%	94.6%	90.9%
Issue resolution	90.0%	82.4%	89.5%	89.0%
Average	91.6%	84.4%	93.3%	91.3%

Responses 7-10 shown, excluding "don't know" responses

H2 2024: n=103, H1 2025: n=167, H2 2025: n=136, H1 2026: n=111
Q: Please rate the DPU representative you most recently interacted with on the following characteristics, using a 10-point scale where one (1) is “very poor” and ten (10) is “very good.”

Copyright 2026 Great Blue Research, Inc. All Rights Reserved. Not for Distribution and Reproduction.

LOS ALAMOS
where discoveries are made

About GreatBlue

Copyright 2026 Great Blue Research, Inc. All Rights Reserved. Not for Distribution and Reproduction.

Harnessing the Power of Data

...to help clients achieve organizational goals.

Data supporting strategic decisions to improve products and services. Since 1979, our experience with study and instrument design, data collection, analysis, and formal presentation assists our clients in identifying the “why” and “what’s next.”

Talent with a knowledge base in a wide range of industries and methodologies ensures a 360º view of the challenges faced and the expertise to address them.

Solutions that are customized to provide a personalized approach to understanding organizational, employee, and customer needs, allowing for more informed decisions.

Methodologies:

- Digital Surveys
- Focus Groups
- In-Depth Interviews

Studies:

- Awareness and Perception Studies
- Customer and Employee Satisfaction Studies
- Journey Mapping
- Creative and New Concept Testing

Copyright 2026 Great Blue Research, Inc. All Rights Reserved. Not for Distribution and Reproduction.

Michael Vigeant CEO
MJV@GreatBlueResearch.com

Chris Biggs SVP, Research & Strategy
Chris@GreatBlueResearch.com

Seamus McNamee VP, Research
Seamus@GreatBlueResearch.com

Courtney Moore Insights Manager
Courtney@GreatBlueResearch.com

Sofia Vigeant Research Analyst
Sofia@GreatBlueResearch.com

Evan Schmarr Project Assistant
Marketing@GreatBlueResearch.com

WHAT'S NEXT.

/GreatBlueResearch

20 Western Blvd
Glastonbury, CT 06033
(860) 740-4000

GreatBlue Research